

LUIS ALFREDO PONCE

UX/UI

ponce.luis.alfredo@gmail.com | [0406 106 960](tel:0406106960) | [LinkedIn](#) | [Personal Website & Portfolio](#)

PROFESSIONAL SUMMARY

I am an experienced **Digital Product Manager** specializing in **UX/UI design**, using advanced tools like **Webflow**'s low-code platform. With plenty of experience, I'm great at **managing successful web projects**, covering everything from user research, design (**Figma**) to development, training, and delivering to clients. My expertise lies not only in web design but also in crafting user-centric digital experiences that drive results.

I have worked on projects for organizations in the USA, Ecuador, Belgium, Chile, Mexico, Spain, and Uruguay.

My values, and what I also seek in those I work with, include being extremely punctual, highly organized, honest, and reliable.

RELEVANT SKILLS

- Manage end-to-end project lifecycles, acting as the primary point of contact, including planning, development, monitoring, and successful delivery.
- Gathering client requirements, user interviews, user stories, sitemaps, wireframes (UX process).
- Design with **Figma** (UI process). Supported with Adobe Creative Cloud tools like Photoshop or Illustrator.
- Figma to **Webflow** development using **HTML**, **CSS**, and **JS** for certain specific functions.
- Familiar with Adobe Creative (Illustrator/Photoshop).
- Exceptionally skilled in decision-making, employing strategic thinking, problem-solving abilities, and keen attention to detail.
- Planning and time management skills.
- AI tools like MS Copilot, Chat GPT and Bard to enhance the content, copy, and technical functionality of client websites.
- Google Business Suite of Products and Notion to effectively collaborate and organize project resources.

EMPLOYMENT HISTORY

Project Manager

Jun 2017 – Present

Grupo Menta

- Manage end-to-end project lifecycles, acting as the primary point of contact, including planning, development, monitoring, and successful delivery. [25 projects]
- UX/UI (strategy-scope, sitemap, mockups, prototype). [20 designs]
- Webflow developer. [10 projects done in Webflow]
- Ensure effective and consistent communication between clients, designers and developers
- Establish and maintain project timelines, budgets, milestones, and scope/deliverables.

- Utilize Google Business Suite of Products and Notion to effectively collaborate and organize project resources.
- Coordinate with design team members using tools such as Photoshop, Figma, and Illustrator.
- Conduct quality assurance (QA) checks on design, development, and copywriting work to guarantee that pages and features align with project goals and client requirements.
- Transform client requests and feedback into actionable work for designers and developers.
- Apply AI tools like MS Copilot, Chat GPT and Bard to enhance the content, copy, and technical functionality of client websites.
- Update and optimize Standard Operating Procedures (SOPs).

Associate Professor (part-time)

Apr 2015 – Oct 2022

Escuela Politécnica Nacional del Ecuador

- Professor in the subjects of Project Management, Introduction to Finance, Entrepreneurship, Administrative Management, and Marketing.
- Internship Coordinator

UX/UI and Co-Founder

Jan 2018 – Mar 2020

Profe a Tiempo

- Co-Founder of the first platform for booking private classes in Ecuador. With more than 150 registered and active teachers on the platform and 777 hours of classes held.
- In charge of various activities inherent to the start of a company, mainly focused on the web platform design and user research.

EDUCATION

Master of Engineering Project Management

2013 - 2014

The University of Melbourne, Australia

Digital Product Management Specialization

2020 - 2020

University of Virginia Darden School of Business (Coursera)

UI/UX Design Specialization

2020 - 2020

California Institute of the Arts (Coursera)

Electronics and Communications Engineering

2006 - 2012

Universidad San Francisco de Quito - Ecuador

COURSES CERTIFICATES

I am constantly training, self-educating, and [here](#) are the training certificates I have. Much of the knowledge comes not only from certificates but also from hundreds of tutorials, YouTube videos and blogs, but especially from getting things done.

REFEREES

Available upon request